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Editor's Letter Carta do Editor

In short, words I would like to talk about the necessity we have to reflect over the information that the world insists on dumping on us everyday. Social injustice, violation of human rights, urban violence, crimes against nature, war, deaths, and so many other news that often leaves us thinking about the happiness and the sadness that life gives, leaving us uncertain about the future and what can we do to help reverse the situation. A Franco-American writer, Anaïs Nin, quotes "Life expands or lessens according to our courage". The Hindu spiritual leader, Paramahansa Yogananda, used to say, "Without hardship, nothing grows". Moreover, this humble editor can say "It doesn't matter if there are good times or bad times, it's the only time we have. It doesn't matter if we live in a new era of internet, business, profits or globalization, but for sure the ecologic and social responsibility is a must to be considered in this new world society." I finish this letter wishing all of you a spring season full of enlightenment, picnic at the park, time for family and friends, good business, open arms, love, good films & cinema!

Lindenberg Jr.

Em poucas linhas gostaria de falar da necessidade de se refletir sobre as informações que o mundo insiste em "despejar" sobre nós, todos os dias. Injustiça social, violação dos direitos humanos, violência urbana, crimes contra a natureza, guerras e tantas outras notícias que nos deixam por muitas vezes pensando nas alegrias e tristezas da vida, na incerteza do futuro, e no que podemos fazer para ajudar a reverter uma situação. Segundo Anaïs Nin, escritora Franco-Americana, "A vida se expande ou se encolhe de acordo com a nossa coragem". Já o líder espiritual indiano Paramahansa Yogananda dizia "Sem dificuldades não se cresce". Já esse modesto editor pode dizer "Sejam esses tempos, melhores ou piores, é o único que temos. Sejam esses tempos de internet, correria, lucro ou globalização, a responsabilidade social e ecológica é um dever dessa nova sociedade mundial". Eu termino por aqui desejando a todos vocês uma primavera repleta de luz, piquenique no parque, tempo para a família e os amigos, bons negócios, mãos estendidas, muito amor, e muito cinema!

Lindenberg Jr.

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TO CONTACT US: Email info@soulbrasil.com, Write to: P.O.Box 2466, Toluca Lake, CA 91602, Call: (818)508-8753

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ALL OUR DREAMS CAN COME TRUE, IF WE HAVE THE COURAGE TO PURSUE THEM.



The Magic of Words and It's Power in Our Lives

Flavio Gondin



As you read the title, what may come to mind is the mystic power of supernatural worlds and all of its consequences. You may think of different types of prayers as they appear in many different cultures...how men & women around the world express their commonalities of hope, faith, fears, supplications and resolutions through their voices in special words in prayers, songs or even a cry. Then, your flying imagination may land in any place of your memory, where you may hear the warm melody of your mother's voice, and suddenly again hear your boss' "barbaric yelp" from this morning... (Forgive me, Whitman!) What longing! You will probably be right - but without noticing, you will already be experiencing the magic that words in headlines did arouse your mind's sensitive world.

Word is sound in its first support. We know that sound transmits in waves; a vibration transmitted through the atmosphere in a form which our ears are able to perceive and our brains to interpret to make sense and meaning from them. Sound is movement expressed in waves. Many cultures think of sound as a model to the eternal Universe movement - a moving essence. Curiously, In a Tao Circle,

the yang impulse and the yin rest seem the same shape of a wave form. We usually notice the reality around us through the senses of vision and touch, while sound, as an invisible and untouchable object, aims to another reality ordering:

its magic use exactly stays as a link of communication between material and spiritual worlds. Here is the inner magic potential of the words. Thus, when we talk, the words we say carry more than its simple meanings.

Even from this point of view, it is not only what words are on the surface. Everything we say holds a message on a deeper level. This message - called by experts "deep structure" - is a pronouncement, a position we take on a wider scale debated in society. There are always ideas, fears and longings from our age and society in our phrasing and language, because words express the cultural environment, in which they are said.

There could be a little tale that would say: "In some distant place shining in the Universe, somewhere among countless stars, there was at sometime a planet where intelligent animals created the knowledge. It was an amazing moment in the history of the universe, but it was only a fleeting moment. The planets froze and intelligent animals died". Words are interpreted, which is totally human. Instead of an absolute-truth of the value of words, words are like coins of change between mean-

ings in our relation with each other in society. Its value arises from these relationships. How important it is to carefully choose words! Our words, when said carelessly, may be as stone, when we may have intended to send flowers with our words. Wars begin with words, and so may peace.

The power of intention is placed in words. The power of a sincere dialog: that is the mark of the true humanity, our magic went with words! Or, said by the Brazilian poet Thiago de Mello in his "Statutes of Man and of Woman":

"Article V.

It is decreed that men will be free from the yoke of lies.

Nevermore will it be necessary to use
the shield of silence
or the armor of words.
Man shall sit at the table
with a clear gaze,
for the truth will be served
before dessert.

Final Article

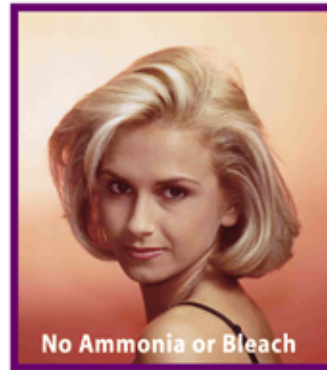
It is hereby forbidden
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or like a seed of wheat
and its dwelling will forever be
the heart of man." ■

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Bringing Light to Crisis

By Julia Melim

While Brazilian soap operas have a definite place in the Brazilian economy, Brazilian cinema is finding its way into the international market. Brazil went from releasing an average of four movies a year in the 90's, to about 40 movies in the year of 2007. It is still not even close to how many movies are released in the United States – that can be approximately 40 movies released every month! However, it is proof of the growing power of the Brazilian Film Industry.

Brazilian director Luis Antonio Pereira, who wrote and directed “Amelio, O Homem de Verdade” and “O Segredo” says, “Brazilian cinema is on the rise because of the industry professionals, but if we relied on government funding and its incentives we would be doomed.” Sometime ago Brazilian cinema did not attract a massive audience. The movie theaters played more American and European movies than the work of Brazilian directors. That has not changed much; however, Brazilian cinema has gained international attention and is drawing more audiences to the movie theaters.

Even in the United States – where years ago, if you asked, people would have no clue of what Brazilian cinema is. Now you can hear people talk about “City of God” (Cidade de Deus) as one of their favorite movies. More recently, another Brazilian movie “Elite Squad” (Tropa de Elite)

de Elite) took the critics by surprise all over the world after it won the Golden Bear for Best Film at the 58th Berlin International Film Festival. The movie is about the Military Police in Rio de Janeiro and their struggle to fight the drug dealers in the slums.

Central Station also received international acclaim when it was nominated for the Oscar of Best Foreign Film and Fernanda Montenegro was nominated for the Oscar of Best Actress. The movie did not win, however, and Gwyneth Paltrow took the honor for Best Actress. City of God has been the Brazilian movie with the most Oscar nominations so far. It was nominated for four Oscars in 2004: Best Cinematography, Best Writing (Adapted Screenplay), Best Director (Fernando Meirelles), and Best Editing (Daniel Rezende). The film did not take any statuettes home, but it was enough to mark Brazil's place in the international film scene. The movie focused on the life in the slums of Rio de Janeiro, more specifically, the social conflicts in the favela of “Cidade de Deus”.

These movies have something in common: the underlying poverty theme. What most people don't know is that just 20 minutes away from the chaos in the slums lies a Beverly-Hills-like neighborhood where actors, singers and wealthy investors live – called Barra da Tijuca.

This fact is not an exception as most slums in Rio de Janeiro are nearby the richest areas in the city, where million-dollar mansions stand side-by-side with unfinished shacks owned by drug dealers.

Brazilian movies are now known for portraying poverty and the slums of Brazil – which many people think is the only Brazilian reality. It is true that there are slums in Brazil and yes, there is poverty and many social discrepancies. It is important to talk about social and political issues. However, Brazil has a middle class and a high society that are very rarely portrayed in movies. This sells a distorted image of Brazil that does not translate into reality – which is bad not only for cinema but also for tourism.

The image of the slums portrayed in movies is enough to scare away anybody that could possibly be interested in taking a trip to Rio or Sao Paulo. The Brazilian films are slowly replacing the cliché image of Samba and Soccer with a much worse stereotype of civil war. Pereira says, “We don't have good screenwriters and we end up relying on the daily news to make a screenplay.” He says Brazil has good writers, but lacks on the technical knowledge necessary for developing a good screenplay. Pereira says Brazil does not have good film schools and has not been able to beat the originality of Spanish filmmakers.





Sometimes I wish Brazilian cinema would follow the steps of the French cinema of Jean-Luc Godard or the Spanish cinema of Luis Bunuel – and invest in character driven plots that question the rules of society...and make fun of the middle class. So far, Brazilian filmmakers have done a

great job in showing that Brazil has something to offer and this opens doors to the next generations to come. Once they have earned respect in the international market, they will be able to show Brazil has a lot more to offer. ■

**** Julia Melim is a Brazilian actress, writer and director who live in Los Angeles. She has two short films and one of them was selected for the first Los Angeles Brazilian Film Festival. She has been in award-winning productions in Brazil and she just got cast as Aurora Miranda in the movie Maracas: The Carmen Miranda Story - www.juliamelim.com – to contact her: julia@juliamelim.com**

Mostrando a Nossa Crise

Por Julia Melim

Se por um lado as novelas brasileiras possuem um lugar garantido na economia brasileira, agora o cinema brasileiro começa a marcar presença no mercado internacional e mostra que veio pra ficar. O Brasil que lançava cerca de 4 filmes por ano passou a lançar uma média de 40 como no ano de 2007. Ainda assim nem se compara com o mercado de Hollywood que lança uma média de 40 filmes por mês! No entanto esse crescimento mostra a atual força da indústria cinematográfica brasileira.

O diretor brasileiro Luis Antonio Pereira, que escreveu e dirigiu “Amélio, O Homem de Verdade” e “O Segredo” diz: “o cinema Brasileiro esta em ascensão por causa dos profissionais, porque se a gente fosse depender do governo e dos programas de incentivo de fachada, a gente estava perdida.” Há algum tempo atrás, filmes brasileiros não atraíam um grande publico e os cinemas passavam muito mais filmes americanos ou europeus do que filmes nacionais. Bom, isso não mudou muito, mas o que mudou mesmo é que agora o cinema brasileiro está ganhando grande atenção internacional e em consequência, atraindo um maior publico para os cinemas.

Até mesmo nos Estados Unidos – onde há alguns anos ninguém sabia o que era o cinema brasileiro – agora Cidade de Deus consta na lista de filmes favoritos dos americanos. Mais recentemente, Tropa de Elite surpreendeu os críticos do mundo inteiro quando recebeu o

Urso de Ouro de melhor filme no Festival Internacional de Berlim. O filme fala sobre a Polícia Militar no Rio de Janeiro e a luta contra os traficantes nas favelas.

O filme Central do Brasil também teve reconhecimento internacional quando foi indicado ao Oscar de melhor filme e a atriz Fernanda Montenegro foi indicada ao Oscar de melhor atriz – mas o filme não ganhou o Oscar e Gwyneth Paltrow foi reconhecida como melhor atriz. O filme falava sobre a pobreza no Nordeste brasileiro.

O filme Cidade de Deus foi o filme Brasileiro com o maior número de indicações ao Oscar – ate agora. Ele foi indicado pra quatro Oscars em 2004: Melhor Cinematografia, Roteiro Adaptado, Diretor (Fernando Meirelles) e Edição (Daniel Rezende). O filme não levou nenhuma estatueta para casa, mas foi o suficiente para marcar a presença do Brasil na cena do cinema internacional. O filme fala sobre a vida nas favelas do Rio de Janeiro, mais especificamente da favela chamada Cidade de Deus.

Todos estes filmes citados têm uma coisa em comum: o tema da pobreza. O que muita gente não sabe fora do Brasil é que a apenas 20 minutos de distancia da violência nas favelas existe um bairro rico chamado Barra da Tijuca – que mais parece Beverly Hills e onde moram atores, cantores e investidores da bolsa de valores. E claro que isto não é uma exceção no Brasil. Mas

muitos não sabem que as maiorias das favelas comandadas por traficantes estão localizadas em áreas nobres, onde mansões de milhões de reais e barracos mal construídos dividem a mesma paisagem.

Os filmes brasileiros estão ficando cada vez mais conhecidos por mostrarem a pobreza e a violência nas favelas do Brasil – o que da a impressão de que esta é a única realidade brasileira. É verdade que existem favelas no Brasil, e sim existem injustiças sociais. Mas também é importante falar sobre os problemas sociais e políticos. Por outro lado, o Brasil também tem uma classe média e uma classe alta que quase nunca aparecem no cinema. Isto gera uma imagem distorcida da realidade brasileira: o que não só afeta o cinema como também afeta o turismo. ■

Esse artigo em português na integra pode ser lido em nosso site www.soulbrasil.com – “featuring online” – na homepage, coluna da direita.

*** Esse mesmo tema irá ser abordado em uma segunda parte na edição Abril/Maio 08.**

**** Julia Melim é atriz, escritora e diretora vivendo em Los Angeles. Ela já fez dois curtas-metragens e um deles foi selecionado para o Primeiro Festival Brasileiro de Cinema em Los Angeles. Ela já participou de produções premiadas no Brasil e acabou de ganhar o papel de Aurora Miranda no filme “Maracas: A Historia de Carmen Miranda”. Para contatá-la visite www.juliamelim.com ou e-mail: julia@juliamelim.com**



Bianca Rossini

www.biancarossini.com

biancashow@gmail.com

Congratulations to my friends **Meire Fernandes** and **Nazareno Paulo** for their brilliant work of love in creating *The Los Angeles Brazilian Film Fest*, held at the the Landmark-West Los Angeles Theatre. Among its supporters is the **BrazilFoundation**, a non-profit organization that raises money in the U.S. for worthy and innovative social projects in Brazil.



Bravo to LA Opera's production of *Othello*, conducted superbly by music director **James Conlon** and staged

beautifully by director **John Cox**, with stunning production design by **Johan Engels**. This, despite the potential disaster of having to replace Chilean singer **Cristina Gallardo-Domas** when she became ill just prior to opening night. Tenor **Ian Storey** nonetheless brought larger-than-life intensity to the demanding title role. After the performance he told me that his personal feelings about how he had done the role were what mattered to him most. "And this one," he said, referring to *Otello*, "was a good performance." Russian soprano **Elena Evseeva**, replacing **Cristina Gallardo-Dom s** as *Desdemona*, was also impressive, her sweet demeanor adding to her light, full-of-heart performance.

I attended a party honoring the Grammy nominations of jazz pianist/composer **Herbie Hancock** and had a chance to chat with both Herbie and his close friend and musical associate, tenor saxophonist/composer, **Wayne Shorter**. A day later Herbie received the Grammys' most significant award – "Album of the Year" – for his musical tribute to *Joni Mitchell, River: The Joni Letters*.

UCLA LIVE at Royce Hall is having a typically busy season. Among the



highlights: Dramatic soprano **Deborah Voigt** sang a crowd-pleasing set of Broadway tunes and popular standards. **The Monterey Jazz Festival Band**, featuring **Terence Blanchard**, vocalist **Nnenna Freelon**, and pianist **Benny Green** was a feast for the ears and the heart. The 12 young Vietnamese dancers from the **Dance Company Ea Sola** gave a stark but artistic performance protesting war and violence around the globe. **The State Ballet of Georgia's** production of *Giselle* featured the very graceful **Nina Ananiashvili** and **Vasil Akhmeteli** in a performance so illuminating that it would have been impressive even without the music.



On Valentine's Day I went to hear jazz singer **Jackie Ryan** at the **The Vic** in Santa Monica's atmospheric Victorian collection building. It was a special night, not just because of Jackie's lovely, romantic versions of songs such as "My Funny Valentine," but also because she sang a song of mine. **Sergio Santos** composed the music, and I wrote the lyrics with **Don Heckman**. It's called *All the Days and Nights of My Life*, and Jackie's performance of it was magical, a thrilling experience. She's wants to sing more of my songs, in English and Portuguese, and I can hardly wait.

At Disney Hall: **George Benson's** tribute to **Nat "King" Cole** was filled with everyone's favorites. But Benson brought the house down when he let go of the orchestra and along with his



own band performed some of his own hits, including *On Broadway* and *This Masquerade*. Guest singer **Patti Austin's** divine duets with Benson made one wish for more.

Wynton Marsalis and the Lincoln Center Orchestra – also at Disney Hall – were flawless. Marsalis is just as a great storyteller and his stories were as appealing as his playing of "Love Songs" by Duke Ellington. At one point, he strolled around the stage, playing his trumpet, making an intimate connection with every side of the auditorium. Back stage after the program, Marsalis was just as personable – smiling engagingly as he spoke about his passion: Jazz.

The Jazz Grammy Tribute at the elegant old Millenium Biltmore in downtown LA honored a pair of jazz icons: saxophonist **Sonny Rollins** and pianist **McCoy Tyner**. Sadly, Rollins couldn't make the event, but Tyner was present, playing three utterly engaging songs. But the performance was virtually stolen by the high school kids of the **Gibson/Baldwin Grammy Jazz Ensembles**. The effervescent jazz fan, **Bill Cosby**, was in rare form telling one anecdote after another about his famous jazz friends.

She may only be 15-years old, but alto saxophonist and singer **Grace Kelly's** stellar performance at the **Jazz Bakery** was a revelation, playing with maturity, beauty and passion. Her style as a player and singer has the poignancy of a soul that feels deeply. One can only imagine what's yet to unfold.



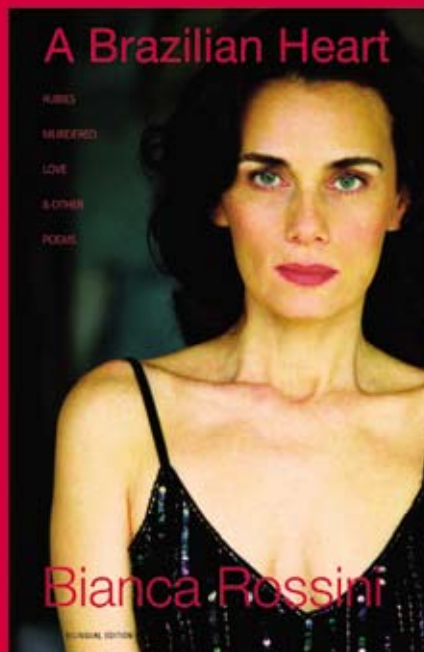
I spent my Oscar night listening to **Pat Metheny's** latest trio at the Wilmett Theater, featured bassist **Christian McBride** and drummer **Antonio Sanchez**. Although they had arrived only a couple hours before performing it was a great night of Matheny's signature blend of jazz, world, rock and pop. After the show I told him I loved his version of *Jobim's How Insensitive*. He replied, "That's a song a could play for the rest of my life and never get tired of it."

Special thanks: **Don Heckman**, **Denise Doorman** (writebrainmedia.com), **Galina Sobolev** (buysingle.com), **Andr ** (myspace.com/WCAPhotoStudio), **Phil FewSmith** (fewsmith.com)

* Photos provided by the author Bianca Rossini

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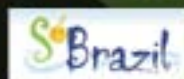


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O Negócio é Crescer

Lindenberg Jr.

Com toda a incrível velocidade de atingir o publico, a Televisão e o Rádio se destacam como ferramentas poderosas de marketing, mas podem se tornar custosos em relação ao resultado custo X benefício, principalmente se o investimento é iniciativa de uma empresa pequena e local.

Alternativas como a publicidade on-line ou na mídia impressa por sua vez, podem fazer a diferença, dependendo do publico e do respectivo orçamento para uma completa campanha publicitária. Os resultados podem variar de 1 semana até 6 meses dependendo do tipo de mídia e também do tipo de produto ou serviço. É importante levar em conta que uma programação mínima ou pré-estabelecida é necessária para um prospecto retorno de uma campanha. Lembro que o “marketing” inteligente é aquele da “continuidade”. Na maioria dos casos, a campanha com “um único anúncio/inserção” não dar um resultado esperado. Como exemplo, cito os serviços de um advogado ou de um agente imobiliário. Uma pessoa em geral não precisa dos serviços de um advogado ou de um corretor de imóveis com muita frequência. Mas no caso de uma necessidade, a frequência de uma mensagem publicitária de um determinado profissional na mídia pode fazer a diferença em relação a iniciativa e decisão por parte dessa pessoa. É o marketing de estar “presente” ou de estar exposto a “memorização”.

O passo inicial para tomar decisões é solicitar um “media kit” (kit de mídia) para ser entregue por correio ou via on-line pelo respectivo meio de comunicação. No caso da mídia impressa em particular, esse mídia kit deixa você saber sobre a tiragem de uma edição, a distribuição da mesma, perfil do leitor e demografia, além de tamanhos de anúncios

disponíveis e seus respectivos valores. Outra coisa importante é saber se existe auditoria frequente na circulação/distribuição. Uma coisa é produzir e imprimir 50.000 jornais ou revistas e a outra é produzir, imprimir e saber onde distribuir e como melhor circular com o que foi produzido. Um fato que pode ser interessante ao iniciar uma campanha é saber sobre os temas de pauta de uma determinada edição. Por exemplo, uma edição que tenha um artigo sobre o Jiu-Jitsu Brasileiro pode dar início a uma campanha de uma academia de Jiu-Jitsu (ou se a academia já é anunciante, pode ser uma boa oportunidade para um diferente ou específico artwork). Algumas mídias impressas possuem um programa de pautas que podem incluir edições especiais.

Se o produto ou o serviço a ser “marketado” pode obter melhores resultados em dias considerados especiais, tipo dia dos namorados, dia das mães ou ainda dia de natal, etc, procure planejar a campanha com antecedência ou de produzir diferentes e específicos “artworks” ou “designs”. Se você estiver querendo atingir um publico diferente tipo comunidades Internacionais, e ainda por temas baseados em feriados distintos dessa

específica comunidade, tente baixar na Net o calendário Calgoo - este é um programa gratuito usado para sincronizar o Outlook com o Google Agenda, mas com um benefício adicional de informar sobre feriados ao redor do mundo.

Abaixo segue uma idéia de programação anual sobre o marketing estratégico que pode servir de “luz” para a sua própria programação:

Janeiro - Março

Geralmente a primeira temporada do ano é bastante tranqüila, principalmente o mês de janeiro. As festas terminaram e muita gente esta cautelosa em gastar. Já em fevereiro e março muita gente já tem recebido dinheiro do imposto de renda e a economia volta a se normalizar. Já as empresas, precisam se programar com novas metas a serem alcançadas e um plano de marketing publicitário em Janeiro. Já fevereiro e março, são meses que merecem especial atenção daqueles que tomam decisões do rumo de uma empresa.

Abril - Junho

As grandes empresas já estão se preparando para publicarem seus primeiros balancetes





e seus respectivos lucros e perdas. Tempo de reflexão para não se cometer erros. Na mídia podem se ver muitas histórias abor-dando impostos, “spring break”, turismo e melhores preços para viagens. Tempo bom para investir em publicidade para aqueles que tenham produtos e serviços conectados com o verão (USA) ou Inverno (Brasil).

Julho – Setembro

Com o verão em pleno andamento (USA) a mídia esta interessada em negócios que estão dando certo, notícias de celebridades, tendên-cias da moda “sexy”, saúde e nutrição, alem da volta à escola. Época que muitos profissio-nais estão de férias, inclusive jornalistas, mas também os melhores meses para se enviar press-releases sobre novos negócios e novos produtos. Preste atenção a preços promocio-nais de verão já que algumas mídias alter-nativas oferecem preços especiais de verão.

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Outubro - Dezembro

A mídia esta de olhos bem abertos para te-mas como o dia de Ação de Graças e o Natal, resoluções de ano novo, controle e organi-zação de finanças, previsões financeiras e econômicas, política e novos rumos, além de romance e desencantos amorosos. Para as empresas, época importante para aqueles dedicados a negociar com carros, mudan-ças, viagem e turismo, roupas e acessórios. Uma época extraordinária para aqueles que sabem “marketear” bem seus restaurantes e bares. Dezembro é um mês morto para cer-tos tipos de negócios e, portanto, uma época boa para descansar, reativar energias e pro-gramar seu marketing para o ano seguinte com antecedência.

Enfim, não adianta ter o melhor produto do mundo, sem que um número maior de pesso-as saibam sobre esse específico produto. Por fim, gostaria de lembrar o efeito “marketing viral” de alguns tipos de estratégias de pro-paganda. Uma pessoa que pode se tornar um cliente através de uma campanha publi-citária (por menor que seja o custo ou a con-tinuidade) pode gerar um outro novo cliente e assim sucessivamente. ■

Bons Negócios.

* Para ler mais artigos referenciais a dife-rentes tipos de ferramentas de promoção, divulgação e marketing estratégico em por-tuguês visite-nos no website www.kisuccess.com e clique na bandeira do Brasil/ Artigos em Português.

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PRIORITY



What Women Want in Bed?

By Rosana Braga

* English Translation: Ann Fain

First, I have to start by clarifying: I do not believe generalizations. The idea that a “man is this way...” or “woman is that way...” just does not work! There are all types of diverse men and women in the world and, if all men were liars and all were women self-centered, - as it is often suggested, there would be no need to invest much time in searching for a mate, since all potential mates would be equal...

Since I am a woman, I am going to take a few moments to write on the subject of what I believe women want when it comes to a sexual relationship. Although I do not believe in generalizations, there are some standard feminine desires, or rather, a way of being and feeling, which is part of the feminine psyche. This does not mean that they are all equal.

A woman wants to feel desired and loved! They want men to take off their clothes and visually bathe their body in tenderness, gentleness. Women want to feel the heat of his mouth burning her skin as if it would be the last flame.

While a woman may be hasty, she also wants to be taken slowly. She wants to feel that each centimeter of her body is tamed,

as if it had, at last, opened a map of pleasure. It would be better if everything were not merely pleasure, but that her sexual experience had interest, intimacy, and intensity. It is this: it has to be “in”!

More than just giving, a woman wants to deliver herself. She wants to be consumed by her sexual experience; to be possessed with affection and respect. She wants what Zélia Duncan (Brazilian Singer) so prettily sings, in the music “Sentimento” (Felt): “... Transfer to my body your feelings, that I can feel your pain, your moans, and to understand why I want you...”

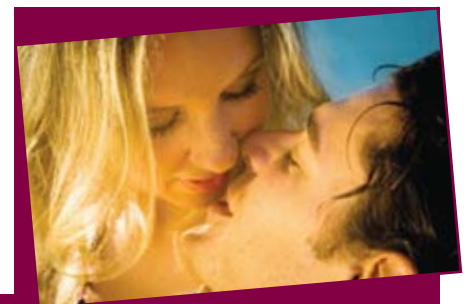
There was a time when women would try to accept the superficiality (ease) of how men perceive sex. They would be contented with one orgasm to replace the lack of affection in their sexual relationship. Women would try to convince themselves that sex for sex was enough to adjust themselves to their circumstances. However, I have never really known a woman who was satisfied to settle for this and have nothing more.

I know several that if women were able to desire only this type of sexual relationship, it would be simple because this is easy to find. But, to be happy, shining and com-

plete? Never! A woman wants to enjoy with her heart and even though she can sometimes covet a man for pure pleasure, if she does go to bed with him, she knows that she will never more be the same.

I am not speaking of facts, but of the feminine nature. It does not matter what a woman says or how much tries to be independent, sovereign or self-sufficient. It is not important what she does after she wakes up, gets dressed and goes out into the world; everything a woman desires is to give herself entirely, body and soul...to being loved! ■

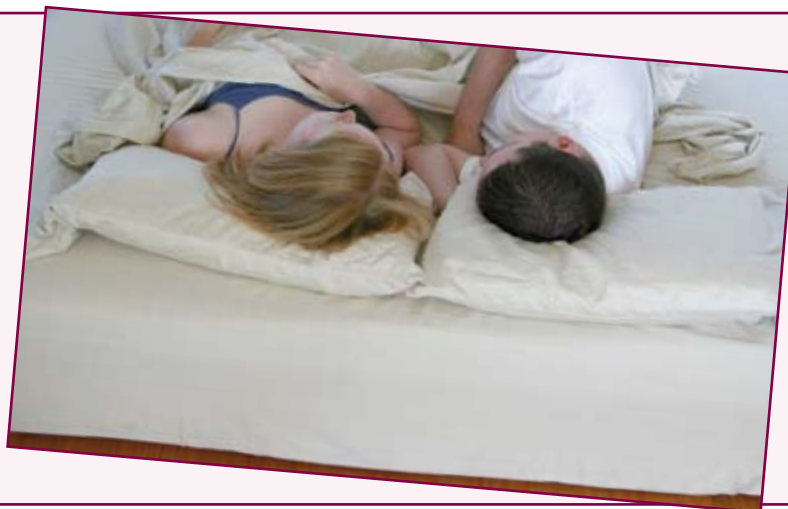
*** Rosana Braga is a long time collaborator of Soul Brasil. She lives in Sao Paulo, Brazil and is a journalist, a writer, a relationship counselor and lecturer. She has authored the books, “Twin Souls – Secrets of an Encounter” and “LOVE – without rules to live,” among others / * In Portuguese. To get more information about this author, visit www.rosanabraga.com.br .**





O Que Elas Querem na Cama?

Rosana Braga



Vale começar esclarecendo: não acredito em generalizações. Essa coisa de que “homem é assim...” ou “mulher é assado...” não funciona! Existe homem de todo tipo e mulheres das mais diversas. E se todo homem fosse mentiroso e toda mulher fosse interesseira, como dizem por aí, não precisaríamos investir tanto tempo à procura de um par, já que seriam todos iguais...

Portanto, se me disponho a escrever sobre o que as mulheres querem quando o tema é relacionamento sexual, refiro-me a um arquétipo do feminino, ou seja, a um modo de ser e de sentir que faz parte do psíquico da mulher. Isso não significa que sejam todas iguais.

Mulher quer se sentir desejada, querida, única! Quer tirar a roupa para um homem e perceber os olhos dele percorrendo seu corpo com ternura. Sentir o calor que vem da boca dele queimando sua pele como se esta fosse a última chama. Mulher tem pressa, mas quer ser tomada devagar. Que cada centímetro de seu corpo seja desbravado, como se ali ele tivesse, enfim, aberto o mapa do prazer. Mas muito melhor se tudo isso não for meramente tesão. O ideal é que haja interesse, intimi-

dade, intensidade. É isso: tem de ser “in”! Mais do que dar, mulher quer se entregar. Ser dele. Ser possuída com carinho e respeito. É o que Zélia Duncan canta lindamente em Sentidos: “...Transfere pro meu corpo seus sentidos, pra eu sentir a sua dor, os seus gemidos, e entender por que quero você...”.

Sei que experimentamos uma época em que as mulheres têm se esforçado bastante para aceitar a superficialidade do masculino. Muitas vezes, contentam-se com um orgasmo para suprir sua carência de afeto. Fingem que sexo por sexo lhes é suficiente para se adequar às circunstâncias, mas eu realmente nunca conheci uma mulher que ficasse satisfeita de fato com uma transa e nada mais.

Conheço várias que se impuseram desejar apenas isso, já que é bem mais fácil de encontrar. Mas, felizes, brilhantes e inteiras? Nunca! Mulher quer gozar com o coração e embora possa, algumas vezes, realmente cobiçar um homem por puro tesão, uma vez que se deita com ele, sente e sabe que nunca mais será a mesma.

Não estou falando de fatos, mas da natureza feminina. Portanto, aposto que não

importa o que ela diga, o quanto tente se fazer de independente, soberana e auto-suficiente; não importa o que ela faça depois que se levantar, vestir a roupa e sair para o mundo. Tudo o que ela mais deseja é se dar por inteira, entregar-se de corpo e alma e, na mesma medida, ser amada!■

*** Rosana Braga é uma antiga colaboradora da Soul Brasil, vive em SP e é jornalista, escritora, consultora em relacionamentos e palestrante. Ela é a autora dos livros “Alma Gêmea - Segredos de um Encontro” e “AMOR - sem regras para viver”, entre outros - www.rosanabraga.com.br.**





Surfing in the Land of Soccer

By Paulo Dias

Brazil is the birth place of several world champions and top athletes as Pelé, Ayrton Senna, Ronaldinho, Bob Burnquist, Fabiola da Silva and the Gracie family among many others talented champions, always dominating their respective sport. When it comes to surfing, the story is a little different. Even though we have top notch athletes and a huge potential to get to the top, we still couldn't achieve the so expected ASP (Association of Surfing Professionals) world title. Australians, Americans and Hawai-

ians (when it comes to surfing they represent their own "country") seem to always stick to the number one spot. When are we going to celebrate and officially show the international surfing community that we are more than just a promise of future talent or the "next big thing"? Is this moment ever going to arrive? I hope so!

It's worth mentioning that we have several * WQS titles. We also have Phil Rajzman, the new ASP International Men's Longboarding

Champion, who killed all the competition and brought a great title to Brazil. Big riders like Carlos Burle (former big wave champion who was recently featured on the cover of a highly respected U.S Surf magazine), Rodrigo Resende, Danilo Couto, Eraldo Gueiros, Pato, Jorge Pacelli, Sylvio Mancusi, Maya Gabeira (dropping waves most guys have nightmares of) and many others represent our country and make us proud each and every big swell.

ASP World Tour 2008 Schedule:

Feb 23-Mar 5	Gold Coast, Qld- Australia	Quiksilver Pro
Mar 18-29	Bells Beach, Victoria - Australia	Rip Curl Pro
May 8-18	Teahupoo, Taiaarapu-Tahiti	Billabong Pro Teahupoo
May 24-Jun 6	Tavarua/Namotu-Fiji	Globe Pro
July 9-20	Jeffreys Bay-South Africa	Billabong Pro
July 30-Aug 10	Some Where	Rip Curl Pro Search
Sep 7-13	Trestles, California - USA	Boost Mobile Pro presented by Hurley
Sep 19-28	South West Coast - France	Quiksilver Pro France
Oct 28-Nov 5	Santa Catarina - Brazil	Hang Loose Santa Catarina Pro
Dec 8-20	Banzai Pipeline, Oahu- Hawaii	Billabong Pipeline Masters

Brazilian Surfers on the Tour

Rodrigo Dornelles – 34, Porto Alegre, RS
Neco Padaratz – 31, Blumenau, SC
Leonardo Neves – 28, Saquarema, RJ
Adriano de Souza – 21, Guarujá, SP
Jihad Khodr – 24, Matinhos, PR
Heitor Alves – 25, Fortaleza, CE

* WQS – World Qualifying Series (determines who enters the main division) ** Carioca – Born in Rio de Janeiro



Outside of the ASP tour, it has been a good year so far. Raoni Monteiro won the 5-star WQS Hang Loose Pro, held in our beautiful Fernando de Noronha (Northeast of Brazil) with blue barrels and great conditions. Earlier in January, Pablo Paulino won his second ASP World Junior Championship and showed everybody that the new generation is "no joke". Back to the main tour now...every new season we pick our favorite Brazilian surfers. We stay up all night watching the contests online (or at work risking to be caught by the boss), yelling and screaming at the judges who didn't give us the winning scores. As passionate people and surfers that we are, we put our heart and souls into it and all we get in the end is a top 12, maybe a top 8 finish.

In 2007, the Brazilian crew on the tour disappointed many people. Adriano de Souza didn't surf very well. He was one of the most talented surfers on tour and because of that we expected him to grab the title right way. Rodrigo "Pedra"

Dornelles was one of the few surfers that obtained good results along with *carioca* ** Leonardo Neves, who placed second in the prestigious Sunset World Cup of Surfing, dominating the final until the last minute. Victor Ribas said goodbye to the tour after a great successful career.

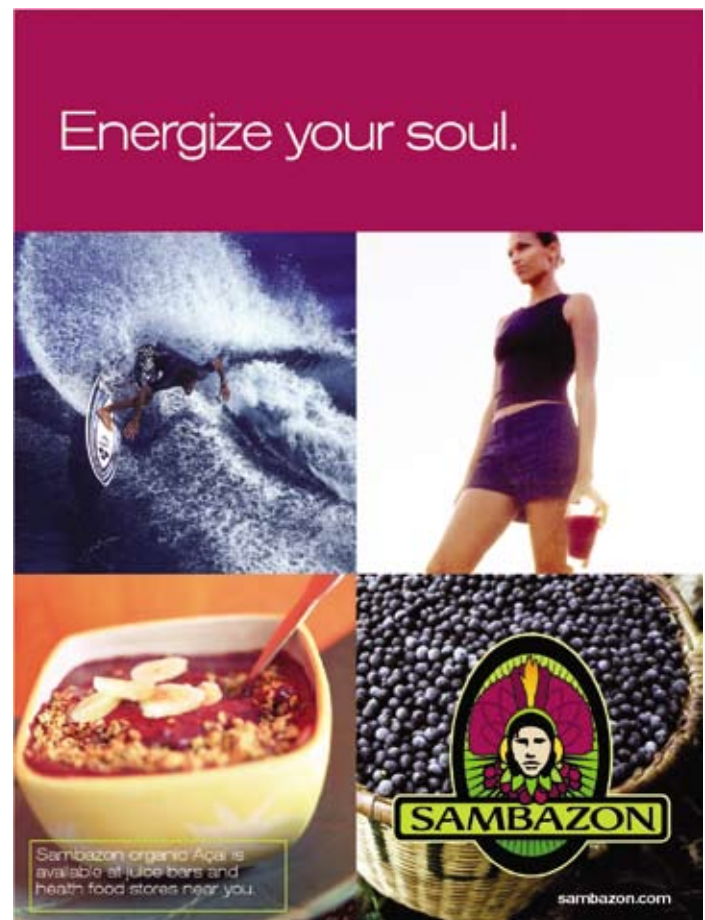
On the girl's side, we actually had a real chance for a world champion. Silvana Lima raised eyebrows as she charged through all the events of the tour and finished in third place, behind the phenomenal Stephanie Gilmore and former champion, Peruvian Sophia Mulanovich. There's a big chance our first world champion will be a woman. That would be awesome but it still wouldn't be enough. We want a Brazilian surfer that can beat Kelly Slater, Mick Fanning, Andy Irons, "young guns" like Dane Reynolds and Jordy Smith and become the number one surfer in the world!

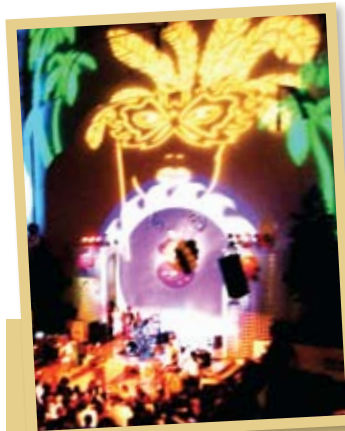
The 2008 ASP World Tour, often referred to as the "Dream Tour", just started in late February

with the traditional Quiksilver Pro in Snapper Rocks, Australia. Heitor Alves made his debut with a great victory on Round 1 and Adriano de Souza advanced straight into Round 3 as well. Once again I believe that we can make it and that the new faces such as Jihad Khodr and Heitor Alves along with the more familiar ones like "Mineirinho", Leo Neves, Neco Padaratz and "Pedra" will cause some damage and put Brazil closer to the top ratings. You bet that if we crown a world champion, we will be waving our flags, making some noise and letting the whole world know that we are very proud of it! **"Acelera" Brasil! ■**

*** Paulo Dias from Surfspot.com starts his contribution with Soul Brasil magazine with this issue. "Paulinho" is a Brazilian that has lived for longtime in Santa Barbara and now lives in Culver City/L.A. To contact him email diassb@hotmail.com.**

*** Photos provided by author Paulo Dias and www.surfspot.com**





Photos by Fabricio Scandovieri

Carnaval in San Francisco/Roberto Lima & Cia...



Photos/ courtesy by David Hilster

Carnaval in Long Beach/Sambalá & Rio Joe's...



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Resoluções Para 2008... Ainda Há Tempo!

Fabienne Lopez



Já estamos chegando ao final do primeiro quarto do ano de 2008 e é de se esperar que algumas pessoas ainda não tenham cumprido com suas resoluções para o novo ano. Geralmente o ar de novidade e de início, tende a incentivar que cada um de nós parta para a luta e tente transformar sonhos em realidade. Para tanto, fazemos promessas e até simpatias. Um mês de realidade cotidiana, e lá se vão elas. Engavetamos tudo e adiamos para o próximo final de ano. Mas não se desespere pois ainda há tempo, uma vez que o ano astrológico inicia somente quando o Sol entra no primeiro signo do Zodíaco - Áries. E isto acontece no Equinócio de Primavera - exatamente no dia 19 de Março às 21h49, (horário do Pacífico).

Outra boa notícia é que 2008 será um ano regido por Marte, o planeta vermelho. Na mitologia, Marte era o Deus romano da guerra, equivalente ao deus grego Ares. Contam que Marte pulou já crescido, do corpo da enciumada Juno. É que Juno sentindo-se ultrajada por seu esposo Júpiter, que fizera nascer sem sua participação a bela grega Palas ou Minerva para os romanos, gerou e fez nascer, também sozinha, o seu não muito apreciado filho, Marte.

Assim simbolicamente, Marte nasceu de uma disputa, gerado junto à energia da raiva e do despeito. Portanto, Marte pode representar a força bruta, a impetuosidade, a raiva cega, e um estouvamento que nos faz parecer bobos. Os defeitos de Marte são: cólera, raiva, violência, brutalidade, agressividade, imprudência, impaciência, impulsividade, temeridade, ira, presunção,

ciúme, crueldade, bestialidade, egoísmo instintivo, espírito vingativo e briguento, cinismo, ceticismo.

Porém Marte, apesar de bárbaro e cruel, impetuoso e agressivo em suas batalhas, se apaixonou por Vênus com a qual teve um filho, Cupido (sim, aquele que com sua flecha provoca o amor nos seres humanos!), e uma filha mortal, Harmonia. O que nos leva a entender Marte igualmente como um tipo de agressão saudável - o impulso positivo para compreender e dominar o mundo exterior. Uma energia que nos ajuda a ser independentes, a caminhar sobre nossos pés e fazer escolhas a nosso próprio favor. Marte, como símbolo da energia da vital, nos ensina a lutar pelo próprio espaço, a meter unhas e dentes para conquistar e defender seu lugar no mundo sem ser subjugado. Neste sentido, ele representa o guerreiro, o conquistador, o desbravador, o pioneiro.

Com tal regente, podemos apostar que 2008 ainda será um ano "quente" em todos os sentidos! De fato, será um ano de muita energia, a energia do fogo. E quem nunca queimou sob o fogo de uma paixão? Certamente não será uma no voltado para a contemplação. Ao contrário, 2008 tente a exigir que as pessoas testem a própria coragem, correndo riscos e enfrentando desafios. Criatividade, liderança pessoal, iniciativa, capacidade de competitividade, e planejamento estratégico pessoal serão qualidades necessárias para quem quiser acompanhar o ritmo de 2008 e aproveitar a oportunidade para progredir em todas as áreas. Sim, como falei, ainda há tempo!

As energias dos guerreiros estarão presentes, mas não será a energia violenta do mito. No dia do início do ano astrológico, o planeta estará em Câncer, um signo cauteloso movido a sentimento e que simboliza o passado. Isso indica a regência de um Marte mais prudente. Ele continuará sendo o astro da iniciativa, mas uma iniciativa que deverá ocorrer depois de um estudo prévio e não de forma intempestiva. Isto significa saber usar as qualidades marcianas de coragem, espírito de iniciativa, arrojo, comando, dinamismo, ação, virilidade, resolução, audácia, espírito de heroísmo, poder de liderança de uma forma mais consciente. Isso significa também que teremos a oportunidade de unir a ação voltada para o futuro, o símbolo de Marte, às tradições representadas por Câncer. E essa é uma combinação astrológica muito produtiva por permitir que a gente possa progredir levando em conta os exemplos do que foi testado e aprovado no passado, evitando assim cair no lado "negativo" do guerreiro. A receita é misturar uma dose de intuição, imaginação e sensibilidade, atributos Cancerianos às qualidades dinâmicas de Marte.

**** Fabienne Lopez vive em São Francisco e desde Janeiro de 2007 é colunista do site www.soulbrasil.com. Confira outros artigos da autora em nosso site/versão português. Confira também com mais detalhes as previsões de 2008 para seu signo com uma consulta personalizada via email Fabienne@astro-brasil.com ou fone 415-648-1932.**

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Que Monteiro Lobato criou” (Mangueira, 1967)

Ao descobrir que sua paciente era uma passista da Mangueira, o acadêmico da Santa Casa de Misericórdia, no Rio de Janeiro, a fez cantar o samba enredo da referida escola daquele ano. A cada contração, entre um urro e outro, a paciente repetia as estrofes do Samba que fez o maior sucesso em todo Brasil...

Foi assim que Ana Carla Gomes de Oliveira, a Aninha, veio ao mundo! Filha de pais “sambistas”, Aninha não teve outra saída a não ser gostar de Samba. A primeira vez que ela pisou numa escola de samba tinha apenas três meses. O pai da Aninha, Carlinhos Pandeiro de Ouro, é uma lenda viva da Escola de Samba da Mangueira e do Carnaval do Rio. Aninha cresceu no meio da nata de pagodeiros, ritmistas, sambistas, passistas e grandes compositores, os então chamados baluartes do Samba. A primeira palavra que Aninha recorda escutar na casa de seu finado padrinho, Djalma dos Santos – por vários mandatos presidente da Mangueira, foi Samba. Tem uma estória na família que diz que no momento em que alguém falava a palavra Samba, Aninha colocava o dedo indicador no umbigo e começa a rodá-lo simulando um rebolado. Essa carioca da gema até seus 18 anos participou de ensaios pré-carnavalescos, desfilou na passarela

do samba e freqüentou as cochias de teatros e festivais onde seus pais faziam shows.

Mas a grande paixão pelo samba se deu mesmo quando, Aninha aos 10 anos, acordou e os primeiros acordes da União da Ilha tomaram a avenida: “Vem amor/ Vem à janela ver o sol nascer/ Na sutileza do amanhecer/ Um lindo dia se anuncia”. O coração de Aninha bateu mais forte e desde então, ela se tornou uma apaixonada pela União, contrariando toda sua família Manguerense! Ao longo dos anos Aninha pode aprimorar os passos do Samba, mas também perceber o valor da cultura do samba e também as dificuldades encontradas pelos sambistas. Através dessas experiências Aninha se tornou mais criativa e desenvolveu seu potencial artístico. Ela decidiu então buscar alternativas e completou o curso universitário de letras. Como ela diz “Brasileira Negra, Sambista, e no meio dos baluartes das Letras”. Aninha então casou, teve sua primeira filha Mariana, se afastou um pouco do cenário artístico, mas nunca de suas raízes.

Em 1991, Aninha resolveu regressar desfilando como passista ao lado de seu pai, mas uma vez pela Mangueira. Em 1992, ela se separou e decidiu imigrar para USA mais precisamente para o Havaí, onde começou a ensinar Samba no Hawaii University. Em 1999, Aninha retornou ao Brasil e realizou o seu grande sonho de desfilar na ala de passistas da União da Ilha! Naquele mesmo ano ela se mudou para Boston, onde além de ensinar no Brasil Cultural Center of New England, montou o grupo

de dança Swingando. Aninha queria mais e ainda em Boston completou o mestrado em Aconselhamento Comunitário e Psicologia de Aconselhamento.

Em 2002 a carioca se mudou para Los Angeles, voltou para o Brasil Brasil Cultural Center (dessa vez com Mestre Amen Santo) e a ensinar samba. Desde então Aninha tem desenvolvido sua própria metodologia integrando a psicologia ao samba. Através desse método desenvolveu a oficina “Samba Sweat, and Chicken Soup for the Soul!” (Samba, Suor e Canja para a Alma), onde integra elementos da cultura e história brasileira ao Samba, com importantes elementos que ajudam os atendentes a se re-conectar com partes do corpo, mente e alma.

Desde 2005 a carioca está pesquisando e tentando resgatar outras danças pré-descendentes do samba assim como do Jongo, Lundu e Tambor de Criola. Seu mais recente projeto é o SambaMotion & Coisas de Malandros, onde ela tenta resgatar o samba e seu carisma, a “maladragem” dos anos 50. Essa carioca nunca para e sempre acha que o dia a dia tem que ser vivido intensamente, afinal de contas, viver é uma dádiva de Deus! ■

***Aninha Laidley em Abril estará ministrando sua oficina “Samba, Sweat, and Chicken Soup for the Soul” em Santa Bárbara em um evento especial como parte do Anual Carnaval Brasileiro de Santa Bárbara. A oficina que estava inicialmente marcada para o domingo de carnaval foi adiada para a quarta semana de abril. Mais informações ligue (818)468-6474 ou email party-brazil@hotmail.com**





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If God Is Your Goal

Gary Renard

What would you do if you were sitting quietly in your living room when a mysterious couple appeared from nowhere – and then told you they were ‘ascended masters’ who had come to reveal some shocking secrets of existence and teach you the miraculous powers of advanced forgiveness?

That is exactly what happened to me in the early 1990's. It turns out that the Jesus we see in the Gospel of Thomas is teaching the same thing as He does today in A Course in Miracles. My teachers eventually got into the Course in detail, as well as doing something that is very rare; they presented the ACIM in such a way that people can now read it and understand it for themselves. A Course in Miracles says that of the two seeming worlds; one being the world of God and tow, being the world of man, that only the world of God is true. There may seem to be two worlds but in fact there is really only one. Some mistakenly believe that A Course in Miracles is a dualistic system because it talks about both. What it says is that only one is true, which is heaven; it is actually a non-dualistic system. That makes it different from virtually all other spiritual teachings in the world. Most spiritual teachings have God creating something other than himself and then interacting with it. A Course in Miracles would say this idea is psychotic because it gives us a God who is insane. It gives us

a God who rather than being perfect love, made a world that includes hatred, anger, fear, and death.

These ideas are a function of opposites because there can be no death in Heaven. Death can only exist when you have a seeming opposite to Heaven. That is the madness of duality because it is what people believe is true but which God knows nothing about. That is because people are dreaming what A Course in Miracles would call, ‘the dream of death.’ When they awaken to what they really are, which is what real enlightenment is, they will see that the dream they thought their life was never truly existed.

There can be no true enlightenment without undoing the ego. Forgiveness is the means by which A Course in Miracles teaches us to ‘undo the ego.’ On a cosmic level the ego is simply the idea that we have an individual identity that has separated itself from its Source. There is just one ego appearing as many. True forgiveness as taught by the great Masters like Jesus, undoes the ego. It

accomplishes that by bringing people to a position of cause rather than effect.

The traditional kind of forgiveness, which the world practices, keeps the separation intact by seeing others as having really done something. That idea is like the old Newtonian physics where you have a subject and object that are separate from each other. By seeing others as separate, it keeps the idea of you as separate being real in your unconscious mind. It also keeps you in a position of being at the mercy of the effects of the world. You are then a victim of the world you see. Real forgiveness as taught by the Masters like Jesus and Buddha, would see everything as being one and connected thus there is not really anyone else who is separate from you. **Therefore, to forgive another is to forgive your self.** This is more in harmony with the new physics because it teaches that you cannot really separate one thing from something else. This puts you in a position of ‘cause’ rather than effect because you realize that is you are everywhere then the world is not



being done to you; it is being done by you. Thus you begin to realize that the world is a projection of your own mind; one of your own making so you can forgive people not because they have done something but because they have not really done anything!

That kind of forgiveness we will call Quantum forgiveness as it undoes the idea of separation (the ego) in your unconscious mind. This is because of an important law of the mind which A Course in Miracles puts this way, 'As you see him you will see yourself. As you treat him you will treat yourself. As you think of him you will think of yourself. Never forget this, for in him you will find yourself or lose yourself.' There is no getting away from this. If they are guilty, you are guilty and that is what you will believe about yourself. But if they are innocent, then you are innocent because how you see the other person is simply going into your unconscious mind as a message about yourself.

Through this kind of forgiveness we realize that the people we see out there are just split aspects of our own mind. A mind that thinks it is separate, but that we can now allow the Holy Spirit to heal; to rejoin with our self. Jesus went through life 2000 years ago, forgiving everybody and seeing everybody as totally innocent, by doing that, He was looking past the body to what they really are, which is spirit, and every time He did that it was as though He was rejoining with Himself and becoming whole again. In that process of becoming whole again, He was actually awakening and returning to reality. When Buddha said, "I am awake", he meant that he had awakened. Jesus, in A Course in Miracles, is teaching us to awaken from what is the equivalent of a dream and return to what we really are, which is this idea of perfect oneness with God.

I think that at some point one has to become like the prodigal son in Jesus story. You

have to realize the world is futile because of its impermanence. Then you discover that the only solution is to go Home because Heaven is permanent ecstasy and the world is ecstasy followed by horror. That is the difference between non-duality and duality. One is permanent and the other is false. That is what Jesus was talking about when He spoke of building upon the rock instead of the sand. The ironic thing is that you do not have to give up the world at the level of the physical. You can live a normal life and that is because Quantum forgiveness is done at the level of the mind, which is "cause" and nothing whatsoever to do with the level of the world, which is "effect". ***It is definitely not about giving up the world; it is simply about changing the way you look at it.***

That is why A Course in Miracles says this is a course in cause and not effect. By dealing with the cause you are in a position of power. You have the power to go Home to reality instead of staying trapped in illusions. On the way Home you start to have experiences that tell you what Home is like. Once you have those experiences, there is no turning back because there is no comparison between the joy of Heaven and the world of man, you used to think was real.

It is important for us to remember that classic spirituality is not about fixing up our lives. It is about "waking-up" from our lives – and that is not just a small distinction; it is everything. I do not say there is anything wrong with other approaches because all paths lead to God in the end. But I think people can save themselves a lot of time in awakening from the cycle of birth and death and end reincarnation if they make that the goal. Ironically, when they do that, they will also have a better life in the process because they are now dealing with something that has real power, which is being at the cause





instead of something that has little power, which is dealing with effect. This is the approach of A Course in Miracles; dealing with real power, which is being at cause.

Over of the past years I've been learning and practicing what my teachers came here to reveal. I travel and speak nearly every weekend around the US and Canada as well as Europe and Australia. My life has been completely transformed and it is my ministry to share all that was given to me with all those who are ready to hear the truth. It's been quite a journey and one that is bringing me closer to my goal of waking up and going home to God.

A Look the Future: What can we expect in 2012

Near the end of my second book "Your Immortal Reality: How to Break the Cycle

of Birth and Death", my ascended masters, Arten and Pursah, take me on a look into the future. Here is some of what was revealed. As many of you know, the Mayan calendar ends in the year 2012. Some say that the world will come to and end at that time.

Arten assured me that the end of the world is not scheduled for that time. The year 2012 is the end of a cycle, not the end of the human race. At the end of a cycle a new phase starts. A cycle is merely a repetition of what has already happened before in a different form, which proves that the more things change, the more they stay the same.

In the new cycle there will be a lot of good mixed in with a lot of bad. We will start to see more cooperation from the United States in trying to end global warming. There will be so much concern about the environment and evidence that action is necessary that the Unit-

ed States government will take action, which will be in the best interest of all, in place of what is good for a few. It will take time to turn this around and there will be extremes in weather conditions, both hot and cold, but it will be turned around and it will make people more optimistic about the future.

A hundred years ago the average life span was 49. Now it is 75. By late in this century, the average life span will have risen to 100, and some will live to be 130. People may not feel safe, but the truth is that people are safer than they've ever been. That is why they are living longer. Hydrogen-powered cells are the energy of the future. Over the next couple of decades, the trend in America is toward hybrids. In Europe, the effort will be concentrated on hydrogen power. In the long run, Europe will be ahead of America in that area.

There will be Quantum computers that would boggle the mind, space elevators that raise heavy cargo through the air and into orbit, tourist trips to the moon, tele-transportation- all of these things will happen in the not-too-distant future. Space travel of the future will not always be done on spacecraft. It takes days to fly to the moon, but one day we'll be able to beam some one there in three seconds.■

*** Gary Renard travels the world conducting workshops, as well as "The Love Has Forgotten No One Cruise" July 13 – 20, 2008. For more details visit: www.garyrenard.com and click onto the Appearances page. This text is an authorized excerpt from the Gary Renard new book "The Disappearance of the Universe". The author is a best-selling author and also have wrote "Your Immortal Reality". He became a successful professional guitar player, but during the harmonic convergence of 1987, he heard a calling and began to take his life in a different direction. At the beginning of the 1990's, he moved to Maine, where he underwent a powerful spiritual awakening. As instructed, he slowly and carefully wrote Disappearance over a period of nine years.**

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HOPE FACTORY

Brazil Foundation is a non-profit organization that raises money in the U.S. for worthy and innovative social projects in Brazil. The Foundation served as "The Los Angeles Brazilian Film Fest Community Partner" this March, 2008 that included the Pre-Festival Benefit Gala at the Landmark-West Los Angeles, attended by Brazilian movie stars, directors and producers as guests of the Foundation. TV host and Soul Brasil magazine columnist Bianca Rossini introduced Consul General and Ambassador of Brazil in Los Angeles Theresa Maria Quintella to special guests, and two young Brazilian violinists (Walter and Wagner Caldas) did a beautiful performance. The couple talented musicians with the help of a grant from Brazil Foundation left a hardscrabble favela life in Brazil to fulfill their education and career dreams here in the U.S.



OPÇÃO BANCARIA

O Banco do Brasil vai criar um banco para atender as necessidades do imigrante brasileiro que vive nos Estados Unidos. O novo "Banco do Brasil Federal Savings Bank" vai iniciar suas operações por aqui no segundo semestre deste ano, assim que for autorizado pelos órgãos reguladores. Para aumentar sua atuação no exterior a idéia é trabalhar com a população em geral, mas com foco na comunidade brasileira. Serviços como contas correntes, investimentos, poupança e cartões de crédito estarão à disposição de todos. O presidente do BB, Antônio Francisco Lima Neto, explica que "a idéia é colocar o Banco do Brasil em todos os segmentos de varejo em que nossa marca é reconhecida e faça a diferença, dentro e fora do país". Para atrair e conquistar essa clientela, o Banco do Brasil utilizará como diferenciais competitivos a força de sua marca junto à comunidade, o atendimento em língua portuguesa, sua experiência como banco de varejo no Brasil e em outros países, além da extensa rede de distribuição existente no Brasil.

BB President, Mr. Lima



TV BRASILEIRA

O programa Planeta Brasil da TV Globo Internacional desde o dia 3 de Fevereiro apresenta um novo repórter. Se trata do jornalista Renan Leahy de 29 anos que foi escolhido para a nova função depois de um processo de seleção realizado com jornalistas de várias partes do Brasil. No Planeta Brasil, Renan substituiu o casal de jornalistas César Augusto e Luciana de Michelli que depois de quatro anos no programa, decidiram se dedicar a novos projetos. César Augusto comentou 'Saímos do Planeta Brasil, mas o Planeta Brasil nunca vai sair da gente'. Pegamos

Reporter Renan Leahy (New York)



Reporter Tanira Lebedeff (Los Angeles)



carona nessa frase tão famosa entre os imigrantes para falar que a Globo Internacional nos deu a oportunidade de viver as histórias contadas por brasileiros espalhados pelo mundo. Rimos, choramos, nos emocionamos e vibramos com os entrevistados, sabendo exatamente o que eles estavam sentindo. Depois de milhares de entrevistas e de vários países visitados, chegou a hora de seguir a caminhada", completou Luciana. O primeiro episódio do Planeta Brasil foi ao ar no dia 7 de dezembro de 2003. Desde então, mais de 200 episódios já foram exibidos, falando daquilo que todo imigrante conhece, mas que só o brasileiro tem uma palavra para definir: a saudade. Não demorou para que o programa se transformasse num fórum de idéias e discussões para os brasileiros espalhados mundo afora. Em quatro anos de história o programa entrevistou mais de três mil pessoas em 23 países como Brasil, México, Alemanha, França, Japão, Inglaterra, Itália, Holanda, Marrocos, Canadá, Argentina e Portugal, entre outros. Nos Estados Unidos, país que tem o maior número de imigrantes brasileiros, o programa já visitou 14 estados e virou referência para a comunidade brasileira. Co-produzido pela Globo Nova York e pela produtora independente FJ Productions do Brasileiro Fabio Golombek com sede em Los Angeles, tem direção-geral de Amauri Soares, apresentação de Patrícia Poeta, reportagens de Renan Leahy (New York), Luis Fernando Silva Pinto (Washington), Tanira Lebedeff (Los Angeles), e edição de Eduardo Canto Machado. O programa é exibido com exclusividade pela TV Globo Internacional com foco no imigrante Brasileiro e atinge mais de 400 mil assinantes em 110 países nos cinco continentes dentre eles Argentina, EUA, Japão, Angola, Portugal, Alemanha e França.

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SAN DIEGO CLOSE UP *By Victor Gutierrez*



In February, West Coast **Tam Airlines** representative **Marcia Gary** have visited San Diego for a networking meeting with business owners and media



The Brazilian-born brothers guitarists **Sergio and Odair Assad** performed at **Balboa Theatre** and had multi-instrumentalists **Romero Machado** and **Celso Furtado** as special guests. Four "heavy weight" classical/jazz musicians performance, and a memorably night



Sundays afternoon at the **Brazil by the Bay** became a reference for alternative samba and batucada fun – in the photo "Nossa Batucada"



The "Carnaval das Crianças" was packed with Mon's, Dad's and their kids – in rhythmus of carnaval!



And for last, the **Annual SD Brazilian Carnaval Bowl** at 4th and B

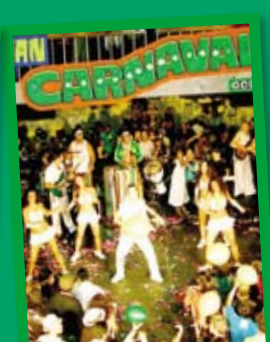


*Carnaval in Hollywood/
Ariel del Mundo...*



*Carnaval at Queen Mary/
Brazilian Nights*

Photos by Alex Niella and Beto Leão





A Convenient Change

Edition: Lindenberg Jr.

The vast majority of scientists agree that Global Warming is real and that is result of our activities and not a natural occurrence. The evidence is overwhelming and undeniable. The number of people around the world concerned about global warming has risen sharply. As example, here in America 40% of the public now (2008) say a presidential candidate's position on the issue will strongly influence how they vote, according to a recent survey by Yale, Gallup and the ClearVision Institute. The concept behind "Everyday Ecology" is identify and locates simple solutions to green our environment and here is what we will try to do.

Plants absorb carbon dioxide and reduce the amount of greenhouse gases in the atmosphere, and urban trees absorb more than rural ones. A great idea is to plant a tree. Also advocate for protection of forests and other green areas; buy recycled fibers, which reduce pressure for logging; cut down on waste of paper products and support conscious companies and their products. As we shop for cosmetics or cleaning, repair our homes or keep our gardens healthy, we make choices about the products and services we use. Interesting products innovations are coming from collaborations between some of the leading natural "green" companies. It is good to know that many of this companies share similar principles and prioritize sustainability.

In the Amazon, almost 3 million acres of rainforest were did destroy in the 2004-2005 growing season to raise crops that were used to feed animals in factory farms. Source from the Greenpeace International says that up to 220 square feet of rainforest are sacrificed to produce just one pound of hamburger! Here in America, more than

260 million acres of U.S forests have been cleared to grow grain for livestock. Modern agriculture contributes more global warming emissions than human transportation, reports the United Nations Food and Agriculture Organization.

So, make your small part and help the planet and future generations. Global warming can seem insurmountable, but if everyone commits to making a few smart steps, we can cut the issue down to size. Reduce your meat consumption; increase your intake of wholesome plant proteins like soy and beans. Unplug unused electronics, which draw power even when off. Turn off unneeded lights, and shut your

PC off before bedtime. Instead of driving everywhere and spend more money, get a metro ride or the public bus some times or even carpool with neighbors and friends. Need to go for the neighborhood super-market, give your health a chance and use a bike or walking. Living green is doing no harm to yourself, to your family, to your environment. It is living in harmony with the earth. It is give hope for the next generations. It is super important for future generations to ore clearly understand the direct links between the environment and health. Our sons and grandsons are more (and deeply) affected by toxic environmental exposures than any previous generations. ■





Applauses

Two City Council committees has voted in February to require that all major commercial and residential developments slash projected energy and water use and reduce the overall environmental footprint, placing the city on the cutting edge of an international movement to address the global warming effects of buildings. The proposed ordinance has garnered unusually broad support, thanks to many meetings and trying negotiations between city officials and citizens groups, as well important endorsements from organizations as the American Institute of Architects and Trade Unions as Global Green and the Green L.A. Coalition. The City of Angels, known for its choking smog is poised to adopt one of the toughest green building ordinances in the U.S. territory. We clap our hands!



Brazil as the Leader



Alternative energy is showing the way in this new global revolution, and Brazil with its Ethanol Biofuel program in particular leads the world in the race for clean energy. Now that the whole world is serious about looking for sources for a clean and better planet, the biggest country of South America was in the pole position for the race, and for now is leader with his supply and technology process for ethanol. Brazil is the world's largest producer of Sugar Cane and today produces what are by far the most modern and best-equipped sugar mills and ethanol distilleries, way ahead of any other country.

Green Events

1. This year Earth Day Celebrations in L.A. will have an important conference for

corporate executives, environmental leaders, clean technology entrepreneurs and policymakers from around the world at the Fortune Magazine **Green Brainstorm Conference** in Pasadena **April 21 and 22nd**. Program partners include Conservation International, Environmental Defense and World Resource Institute. More info: www.fortune.com

2. From **12th to 14 March 2008** is time for the **World Biofuel Markets Conference Expo** in Brussels. It will be one of the most important Biofuel Network events in Europe where will connect Industry leaders and general public interest. Marcos Sawaya Jank, President & Chief Executive officers from UNICA, Brazil, is one of the Guest Speakers. More info: www.worldbiofuelsmarkets.com
3. **Onething Conservation Expo** happens in the Connecticut Convention Center in Hartford from **Oct. 9 to 12th** and will highlighting the endless "One Things" you can do to save energy and protect the environment. It is design to appeal to our social consciousness and our wallets, while stimulating the spirit of adventure, change and the inventiveness. Touted as the "World's Fair" of energy conservation, the Expo will give individuals, business and families a social conscious "experience" that is should be stimulating and imaginative. More info: www.onethingct.com
4. The **Green West Show** at the L.A. Convention Center will happen **between May 20th and 22nd** and will bring together the entire spectrum of green products and services under one roof, targeting business, government, and individual interests alike. Green West is a dynamic new trade event that reinvents the traditional concept of an expo and conference featuring a complete

interactive experience. Expect conference panels, in-depth exhibitor product presentations seminars, special events, keynote addresses, and unique networking opportunities, all on the show floor. Confirmed special guest speakers are **David Avery** (Project Manager of Southern California Edison), **Dan Beard** (Chief Administrative Officer of U.S. House of Representatives), **Colette Brooks** (Founder and CIO of Big Imagination Group, an eco-friendly public relations agency that helps guide clients and companies toward brand sustainability), **The Honorable Robert Foster** (Mayor of Long Beach, California), **Leslie Tamminen** (Legislative Director of Heal the Bay, a nonprofit environmental organization dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean through the use of research, education, community action and advocacy), and **James Weiner** (U.S. Green Building Council), among others. More info: www.GreenWestExpo.com.

5. The city of San Francisco will host the **7th International Ecocity Conference**, April 22-26, 2008. The Ecocity World Summit puts the largest things humans create - cities, towns and villages, squarely within the context of the triple crisis of peak oil, species extinction and climate change. Focus on how we can redesign the built environment, so that it works for everybody, not just the few, and is contributing to biodiversity on the planet, not destroying it. The Main Conference on April 23rd at evening will have, opening plenary & reception featuring former **Curitiba City (Brazil) Mayor, Jaime Lerner** as Keynote Speaker. More info: www.ecocity-worldsummit.org

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